

Message Text

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PAGE 01 STATE 117451
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/BIC/OIM/JLBARNES/CS/DMW/238
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COM/BIC/OIM/DEEARLE/CMM/238
COM/BIC/OIM/EOOLSEN/EM/236
COM/BIC/OIM/CGENDREAU
STATE/EA/IMS/WSHEPARD
EA/EP:DBOERIGTER

-----212156Z 125293 /62

R 211152Z MAY 77
FM SECSTATE WASHDC
TO AMEMBASSY KUALA LUMPUR

UNCLAS STATE 117451

E.O. 11652: N/A

TAGS: BEXP, MY

SUBJECT: FY 1978 COMMERCIAL ACTION PROGRAM (CAP) FOR
MALAYSIA

REF: STATE A-1111 AND KUALA LUMPUR A-46

1. AT REQUEST OF BUREAU COMMERCIAL COORDINATOR WCAG
DISCUSSED PROPOSED KUALA LUMPUR COMMERCIAL ACTION PLAN
AT RECENT MEETING. USDOC POINTED OUT THAT EVENTS IN POST
CAMPAIGNS TWO, TIMBER PROCESSING EQUIPMENT TRADE MISSION,
AND FOUR, TEXTILE EQUIPMENT SEMINAR, WILL NOT BE SCHEDULED
IN KUALA LUMPUR IN FY 78. AT REQUEST WCAG, DAVE EARLE
COUNTRY MARKETING MANAGER FOR SOUTH AISA, USDOC, WILL VISIT
POST MAY 29-31 IN CONJUNCTION WITH HIS COUNTRY COMMERCIAL
TRAVEL IN REGION. EARLE WILL DISCUSS CAP AND POSSIBLE
ALTERNATIVE CAMPAIGNS WITH POST.

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2. WCAG SUGGESTS THAT POST DROP PROPOSED CAMPAIGNS TWO
AND FOUR FROM CAP AND CONSIDER ALTERNATIVE THEME,
POSSIBLY FROM LIST CONTAINED DRAFT CAP. CAMPAIGN SHOULD
BE VIABLE WITHOUT REGULARIZED USDOC PROMOTION ACTIVITY
AND RELY TOTALLY ON POST INITIATIVES.

3. FOR AREA FAMILIARIZATION, EARLE WOULD FIND IT USEFUL

TO MAKE BRIEF CALL ON APPROPRIATE US BUSINESS INTERESTS
AS TIME PERMITS.

CHRISTOPHER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 21-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
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Expiration:
Film Number: D770182-0523
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770531/aaaabaxu.tel
Line Count: 68
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1be7c58c-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Subject: FY 1978 COMMERCIAL ACTION PROGRAM (CAP) FOR MALAYSIA
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